



NEWSLETTER

CHIT-CHAT

W.O.W-WOMEN OPTIMIZING WOMEN™

ELEVATE YOUR NETWORK, EMPOWER YOUR SUCCESS

January

The month of January is the 1st month of the year. It is the coldest month in the Northern Hemisphere and the warmest in the Southern Hemisphere. January is associated with rebirth because it's the first month of the new year.

Birthstone: Garnet, a deep red stone that symbolizes friendship and trust.

Zodiac Signs: Capricorn (December 22 – January 19) and Aquarius (January 20 – February 18)

Flower: Carnation

IMPORTANT DATES

- 1st - New Year's Day
- 2d - National Science Fiction Day
- 6th - Epiphany
- 8th - National Career Coach Day
- 20th - Martin Luther King Jr. Day
- 20th - Inauguration Day
- 24th - International Day of Education
- 27th - International Holocaust Remembrance Day

IMPORTANT PEOPLE

- January 1, 1921 (1999) – Jeanne Chall, her research into reading stressed the importance of phonics in beginning reading, worked with Sesame Street teaching ABCs, wrote Stages of Reading Development (1983)
- January 5, 1925 – Nellie Tayloe Ross is inaugurated as the first woman Governor in U.S. history (Governor of Wyoming)
- January 7, 1896 - **Fanny Farmer's** first cookbook is published in which she standardized cooking measurements.
- January 11, 1935 - Amelia Earhart makes the first solo flight from Hawaii to North America.
- January 13, 1850 (1911) – Charlotte Ray, first female African-American lawyer and first woman admitted to the bar in Washington D.C.
- January 29, 1926 - Violette Neatly Anderson is the first black woman to practice law before the U.S. Supreme Court.

Click below for more information about women's history:
[National Women's History Alliance](https://www.nationalwomenalliance.org/)

January is the month to lay the foundation for the extraordinary. Start small, dream big, and build steady.

— Arianna Huffington
Author

THE 2025 CHALLENGE

ACTIVE LISTENING & ENGAGED SPEAKING

Another year of holiday shopping, stress, and spending is now behind us. We look forward to the New Year with hope and wonder of what the days ahead will bring forth. For some that will be a new job, a baby, travel, or one of life's unexpectancies or challenges.

For others the goals and planning begins anew. The shirt sleeves are rolled up and the eyes are focused on making the New Year the best E-V-E-R! My word last year was 'FOCUS'. This year, I chose the same word as I felt I have so much more to do. I want success to knock on my door each morning and prosperity to lull me to sleep each night. I read a few books, read and created articles, and watched some MasterClass online classes in 2024. I find these resources valuable, entertaining, and enlightening. One of my focus topics will be to actively listen and engage speaking with others from different occupations and backgrounds to learn more. My major objective is to increase the membership of W.O.W with fascinating women. Our membership is a true testament to the working women in our society. Each one of them brings value to the W.O.W community, their families, and the associates they interact with.

I want to address active listening. This is when you shut off all devices, mute your phone, close your other browsers while engaging with others, and give your full attention to the conversation. Listen with your ears wide open to the speaker. Use eye contact when possible. Sit straight and block out physical potential distractions such as your door. If working from home, let everyone in the household know you do not want to be disturbed. Perhaps posting a schedule on your door or entryway may be helpful. Jot down a few notes without disrupting the information you are receiving from the speaker. Ask them to slow down or ask a question for clarity.

Engaged speakers on conference calls or during live settings follow similar processes as the active listener. Provide a few housekeeping rules. Use a few notes or an agenda but, be sure to practice in front of a mirror or try using your camera on your computer before you speak. You want your audience to give you their undivided attention. Use a pause during your delivery as a way to seize back the control of your audience when there are side conversations or when providing a point you don't want them to miss. You can also use your voice to command attention. By raising your voice or even lowering your voice may keep people's attention. My children's pediatrician told me that most mothers scream at their children with little success. He further explained the high pitch of a female drowns out the words she speaks. Therefore, a lower tone forces them to listen harder and gets their attention. I tried it with my 2, 4 and 6-year-olds. Miraculously, it worked! When meeting clients in my office, I would use a similar approach. It worked there also. When delivering my W.O.W Reel Friday, a recorded message on my closed W.O.W FB page I create each Friday, I have also used this technique as well as during my virtual meetings with others. It works.

Don't be afraid to incorporate your own style when speaking. You are the expert and will come across as more natural and engaging to your audience - even while having a one-on-one conversation!



Koach Keisha

WOW Member Spotlight

Each month we will introduce a couple of the WOW ladies via this newsletter - Chit-Chat - and look forward to introducing so many more in the future. Women like:

Koach Keisha, Life Coach (shown above)

<https://www.koachingbykeisha2.com/>
destined4purposelifecoach@gmail.com

"Koach Keisha, a passionate Youth & Young Adult Life Coach with over 25 years of corporate experience, is on a mission to empower the next generation to thrive. Now, she's taking her dedication a step further with the release of her new handbook, Transitioning Into Adulthood. A transformative guide designed to help young adults navigate life's challenges with confidence, purpose, and a vision." Koach will be our co-host on our upcoming January 6, 2025 virtual meeting 10-11 am

Dr. Lori Schwartz Reichl
Author | Educator | Speaker
[MakingKeyChanges.com](https://www.makingkeychanges.com)
Lori@MakingKeyChanges.com

WOW Annual Memberships are available on the WOW website:
[HTTPS://WOWWOMENUS.COM/ME MBERSHIP/](https://www.wowwomenus.com/membership/)

NOTEWORTHY

WOMEN OPTIMIZING WOMEN® received trademark approval from the United States Patent and Trademark Office (USPTO) effective 12.10.2024 - EXCITING! **



Dr. Lori Reichl
Our April, 2025 W.O.W
Virtual Monthly Speaker
on April 7th from
10-11 a.m. and
April 16 from 12-12:30
p.m. - to be confirmed
(Burnout Session)
We invite you to add these
dates to your calendar.

“Remember that change takes time. Making space and exerting energy for it can be overwhelming and exhausting. Allow questions for reflection and key changes offered to guide you on your transformation.”

— Dr. Lori Schwartz Reichl



PAID SUBSCRIBER BENEFITS and New Opportunities

W.O.W Courses is a new weekly session in the W.O.W Membership designed to help you elevate your business with actionable insights.

Join every Wednesday from 12 Noon to 12:30 in the Mighty Networks Membership.

Opportunities to showcase your business and host your own course are available in 2025.
Subscription Members Only.

“New Year, New You” Mindset

Tricia Soderstrom, Digital Operations Specialist

As we move into 2025, it's the perfect time to embrace the "New Year, New You" mindset! The beginning of the year offers a blank slate to set intentions, prioritize what matters most, and take actionable steps toward personal and professional growth. I've already received my 2025 paper planner and can't wait to sit down and work through the goal-planning sections. If you don't have a goals planner you can easily brainstorm in a notebook or find free downloads online.

My first step involves looking back through the previous year. Did I meet my goals? If not, why? What goals do I want to move into 2025? Why and how can I ensure I will meet them this year?

Start with healthy habits. Whether you're committing to a regular exercise routine, meal prepping for balanced nutrition, or simply getting more sleep, small, consistent changes can lead to big results.

Incorporate self-care into your daily life. This is necessary and often the first thing forgotten during busy seasons. This could mean scheduling time to unwind, practicing mindfulness, or saying "no" to commitments that don't serve your well-being.

Allow margin in your schedule for fun, time with family and friends, or just to go for a walk in nature. Remember, you can't pour from an empty cup!

Set career goals to advance your professional life. Update your resume or portfolio, network within your industry, or tackle a new skill to enhance your expertise. A clear vision and concrete objectives can make this your most productive year yet.

Finally, focus on financial planning. Review your budget, set savings goals, or plan for investments that align with your long-term aspirations. Financial wellness is key to reducing stress and creating stability.

If you need help in any of these goal-setting areas, ask someone in WOW. We are a diverse group of women with many different skills and experiences. We are here to help one another.

This year is yours for the taking. What will you accomplish in 2025?

IMPORTANT WOW DATES

WOW Virtual Meeting

January 6, 2024, 10:00 TO 11 a.m.

VIA ZOHO MEETING AGENDA-

WOW UPDATES. Co-Host & Q&A: Koach Keisha - Youth & Young Adult Life Coach with over 25 years of corporate experience, is on a mission to empower the next generation to thrive. Taking her dedication a step further with the release of her new handbook, *Transitioning Into Adulthood*. A transformative guide designed to help young adults navigate life's challenges with confidence, purpose and a vision."

REFERRALS: Kicking off 2025 with live referrals between participants!

LINK: <https://meet.zoho.com/4fCU1NjTgd>

Meeting ID: 1088079293 | Password: 3MVu7h

[click and join on the membership page!](#)

In-Person W.O.W

There is no in-person W.O.W event for January.

Our next in-person W.O.W event will be in March, 2025

Details will be announced in January



NEW

W.O.W will be offering a 10% discount in January 2025 to new annual membership subscribers just for signing up to the Chit-Chat Newsletter! Including, recognition in our website member directory!

★ Join W.O.W-Women Optimizing Women's Annual Membership with Free Limited Access Membership! ★

👤 Elevate Your Network, Empower Your Success! 👤

Take your professional and personal connections to the next level
W.O.W invites you to join our vibrant, supportive community of ambitious women.

Membership benefits include:

- Exclusive access to a diverse network of businesswomen to build lasting relationships and referrals
- Monthly virtual and in-person events, guest speaker series featuring industry leaders
- Peer mentorship opportunities and access to our private online community
- Newsletters, podcasts, and interviews to showcase your business
- Support for economic growth, career development, and confidence in technology and resources
- PAID MEMBERSHIPS ONLY: Your name and business spotlight on our website Member Directory, giving you serious recognition
- Access online resources, discussions, and valuable insights to enhance your career and personal development.
- Forge meaningful connections and grow personally and professionally with W.O.W!



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Visit the [WOW FB](#) or [Website Events Page](#) for details.

WE LOOK FORWARD TO THE PLEASURE OF YOUR COMPANY!

Please email your contact and business information,
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